



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Transit Service Improvements

MEETING DATE: September 16, 1998

PREPARED BY: Public Works Director

RECOMMENDED ACTION: That the City Council discuss and take the appropriate action on the Public Works Department's recommendation to implement menu items 1, 2, 5, 6, 7, and 8 from Exhibit B to improve the City's transit service.

BACKGROUND INFORMATION: Transit services have increased in the past two years to improve service delivery and increase the service area. Those changes have brought a remarkable increase in ridership (see Exhibit A). The City of Lodi has received many requests, at public meetings, public hearings and through letters and phone calls, for extended evening GrapeLine and Dial-A-Ride hours. Following is a descriptive "menu" of items covering these requests. Additional details are provided in Exhibit B.

1. GrapeLine Weekend Service to Micke Grove Park from May to October

Service to Micke Grove Park would help transit-dependent Lodi residents enjoy the park and zoo. Also, during peak periods, the parking lot is full regularly, and visitors are turned away. Zoo Manager Ken Neeland has been encouraging SMART and the City of Lodi to bring bus service to the park. SMART will begin sending Route 21, the intercity bus service from Manteca/Stockton to Lodi, to the park in 1999. The proposed GrapeLine service would begin in May 1999.

2. GrapeLine Sunday Service

Currently, the City of Lodi only offers Dial-A-Ride service on Sundays. Since the city extended Sunday hours in 1997, many churches in the area have purchased Dial-A-Ride tickets for elderly and disabled passengers. However, many more Lodi residents can be served by having fixed-route service available to them when they want to go to church. Shoppers will have one more available day, and fixed-route service will be available for the many events held in Lodi on Sundays. This may provide an additional benefit of reducing peak demand on Saturdays since riders will have an extra weekend day available.

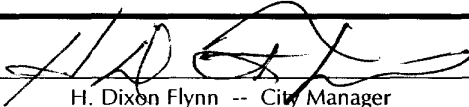
3, 4, 5. GrapeLine Evening Service

GrapeLine evening weeknight service will help Lodi residents enjoy the performing arts at Hutchins Street Square, attend church weekday nights, attend the many Downtown events on Thursday nights, and allow all residents to stay out a little later. Laidlaw currently cannot provide the service on Saturday nights because it will require hiring and training more drivers and dispatchers. Wednesday-through-Friday-night GrapeLine service is recommended in order to assess the viability of the service and to maximize ridership. Due to flexibility in scheduling current drivers, this can be done without additional staff. By law, Dial-A-Ride service hours must match or exceed fixed-route service hours so, at a minimum, Wednesday-through-Friday-night Dial-A-Ride service hours would also need to be added.

6. Boys and Girls Club High School and Middle School Runs

Transportation directly from the two middle schools (Woodbridge and Lodi) to the Boys and Girls Club on Poplar Street would help keep the youths off the streets by providing a direct link. Many of the parents who work while their children are in school are very excited because the children would be accountable to their parents if they do not attend the Club. The Police Department endorses this service not just for the accountability it provides, but also because this is an alternative to gangs, and because the Teen Center on Stockton Street closed. Youths would also be able to attend local church meetings commonly held on Tuesday and Wednesday nights.

APPROVED: _____


H. Dixon Flynn -- City Manager

The Boys and Girls Club has indicated it can accommodate 500 more youths at the Poplar Street center. The Public Works Department is attempting to transfer unused Community Development Building Grant (CDBG) funds from the Teen Center Program to provide the service free to the students.

7. Morning Express High School Runs

After doing an informal survey of Lodi High School students, it was determined that not enough passengers would pay for a morning express run that would be routed along Central Avenue and Pine Street. A survey of Tokay High School students was not done. A formal survey by Lodi Unified School District may be required before making this recommendation.

8. Dial-A-Ride Monday-through-Friday-Evening Service

In order to get youths home from the Boys and Girls Club, or to and from local sports and church activities, evening Dial-A-Ride service would be the recommended form of transportation. Finally, many seniors and disabled Lodi citizens have requested evening Dial-A-Ride service. The estimate, shown in Exhibit B, provides two buses; however, this is more flexible than fixed-route service and we may be able to reduce costs by providing one bus when demand is light.

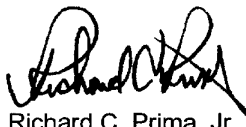
9. Administration: Increasing Contract Amount to Laidlaw for a Reservation Agent

The implementation of the federally-mandated reservation system means that Laidlaw will need to provide a reservation agent. We have tried to do without this additional staff position, but with the increase in ridership, the position is justified. In addition, this agent will double as the information agent at the Multimodal Station when it opens.

RECOMMENDATION: The Public Works Department recommends menu items 1, 2, 5, 6, 7 and 8 from Exhibit B. As a point of reference, current service hours and fares are shown on Exhibit C. At this time, no changes in fares are being recommended. However, staff is interested in generating additional program revenue without increasing fares. The most likely form would be allowing advertising on buses and bus stops. This could include an art component and public service announcements. It could provide revenue for further subsidizing or eliminating fares for certain programs or routes.

FUNDING: When President Clinton signed the Transportation Equity Act for the 21st Century (TEA-21), the Federal Government increased the City of Lodi's apportionments by about 20%. Funding is available for the increase in service hours.

Fiscal Year 1998/99	\$88,410	TDA
	\$29,470	FTA
Fiscal Year 1999/00	\$58,940	TDA
and beyond	\$58,940	FTA



Richard C. Prima, Jr.
Public Works Director

Prepared by Carlos Tobar, Transportation Manager

RCP/CT/lm

Attachments

cc: Ken Neeland, Micke Grove Zoo Manager
Kwame Reed, San Joaquin County Council of Governments
Richard Blackston, Lodi Representative, SJCOG Citizens' Advisory Committee
Lodi Boys and Girls Club
Sergeant Chet Somera, Lodi Police Department
Paul Keener, SMART

Grapeline and Dial-A-Ride Ridership Last Two Years Comparison

Grapeline				
Month-Year	Passengers	Month-Year	Passengers	% Increase
Aug-97	19,264	Aug-98	27,073	29%
Jul-97	17,749	Jul-98	24,700	28%
Jun-97	16,955	Jun-98	25,656	34%
May-97	16,886	May-98	21,824	23%
Apr-97	17,811	Apr-98	24,255	27%
Mar-97	18,182	Mar-98	23,446	22%
Feb-97	15,674	Feb-98	17,055	8%
Jan-97	15,397	Jan-98	17,972	14%
Dec-96	13,357	Dec-97	17,839	25%
Nov-96	14,195	Nov-97	16,549	14%
Oct-96	15,666	Oct-97	17,185	9%
Sep-96	13,957	Sep-97	18,754	26%
Aug-96	15,638	Aug-97	19,264	19%
Jul-96	13,638	Jul-97	17,749	23%

Dial-A-Ride				
Month-Year	Passengers	Month-Year	Passengers	% Increase
Aug-97	6,000	Aug-98	6,361	6%
Jul-97	5,379	Jul-98	6,253	14%
Jun-97	4,501	Jun-98	5,604	20%
May-97	4,754	May-98	5,383	12%
Apr-97	5,145	Apr-98	5,692	10%
Mar-97	5,166	Mar-98	5,740	10%
Feb-97	4,868	Feb-98	5,298	8%
Jan-97	4,848	Jan-98	5,294	8%
Dec-96	4,723	Dec-97	5,817	19%
Nov-96	4,738	Nov-97	4,869	3%
Oct-96	5,352	Oct-97	5,863	9%
Sep-96	4,753	Sep-97	5,556	14%
Aug-96	5,108	Aug-97	6,000	15%
Jul-96	4,981	Jul-97	5,379	7%

Menu Items						fuel/maint	total		passengers required	
Grapeline		# of days	# of routes	# of hours	cost/hr	cost/day	cost/day	cost/year	to meet requirements **	
									# per day	# per year
1	Micke Grove Park Sat-Sun/May-Oct *	52	1	7.50	\$15.23	\$11.42	\$125.65	\$6,534	27	1,393
2	Sundays (8 a.m. to 2 p.m.)	52	5	6.00	15.23	45.69	502.59	26,135	107	5,572
3	One Evening (til 9:30 p.m.)	52	1	2.5	15.23	3.81	41.88	2,178	9	464
4	Mon-Fri Evenings (til 9:30 p.m.)	246	5	2.50	15.23	19.04	209.41	51,515	45	10,984
5	Wed-Fri Evenings (til 9:30 p.m.)	156	5	2.5	15.23	19.04	209.41	32,668	45	6,966
6	Boys & Girls Club HS/MS Runs	207	2	1.00	\$15.23	3.05	33.51	6,936	7	1,479
7	Morning Express High School Runs	180	2	2.00	\$15.23	6.09	67.01	12,062	14	2,572
	Dial-A-Ride		# of buses							
8	Mon-Fri Evenings (til 9:30 p.m.)	246	2	2.5	15.23	7.62	83.77	20,606	18	4,394
	Administration (Price quoted by Laidlaw)									
9	Reservation Agent							\$25,000		
	Total cost for recommended menu options 1, 2, 5, 6, 8 and 9.							\$117,880		

* The Micke Grove service would start in 1999.

** Transportation Development Act funding requires that the City of Lodi meet a \$4.69 operating cost per passenger requirement

City Of Lodi Dial-A-Ride and Grapeline Service Hours and Fares

	Dial-A-Ride	Grapeline
Service Hours		
Monday - Friday	6:15 AM - 7:00 PM	6:15 AM - 7:00 PM
Saturday	7:45 AM - 5:30 PM	7:45 AM - 5:30 PM
Sunday	8:00 AM - 4:00 PM	N/A
Fares: Single Rides		
Seniors/Disabled/Medicare	\$1.00	\$0.25
General	\$2.00	\$0.50
Fares: Monthly Passes		
Seniors/Disabled/Medicare	N/A	\$10.00
General	N/A	\$20.00
Fares: Monthly Passes -- Low Income*		
Seniors/Disabled/Medicare	N/A	\$7.50
General	N/A	\$15.00
* Low income Criteria --- same as city utilities		